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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-48 (GP-083-00-US)

Applicants: Ross KONINGSTEIN, et al.

Serial No.: 10/721,010

Confirmation No.: 5650

Filing Date: November 24, 2003

Title: USING CONCEPTS FOR AD TARGETING

Examiner: William A. Brandenburg

Group Art Unit: 3622

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

REQUEST FOR A ONE (1) MONTH EXTENSION OF TIME

In response to the final Office Action mailed on March 16, 2010, which set a time for response to expire on June 16, 2010, please extend that period one (1) month to expire on July 16, 2010. This extension of time is for purposes of maintaining the pendency of this application for a concurrently filed divisional application. The Patent Office is authorized to charge the fee of \$130.00 and any fee due to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

07/19/2010 VBU111 00000002 501049 10721010

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Respectfully submitted,

July 16, 2010

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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification

John C. Pokotylo
Signature

July 16, 2010
Date